

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please ADD new claim 12 in accordance with the following:

1. (PREVIOUSLY PRESENTED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling light emission quantities of three kinds of cells having different light emission colors, the device comprising:

a discharge gas sealed in the three kinds of cells;

a first fluorescent material in a first of the three kinds of cells emitting a red light;

a second fluorescent material in a second of the three kinds of cells emitting a green light;

a third fluorescent material in a third of the three kinds of cells emitting a blue light;

a filter located at a front side of the three kinds of cells; and

a first mixed color of the respective light emissions of the first fluorescent material, the second fluorescent material and the third fluorescent material, when reproducing a white color, being a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second mixed color into a color having a higher color temperature than the second mixed color, defined by third chromaticity coordinates that are closer to the blackbody locus than the second chromaticity coordinates of the second mixed color and in which a negative deviation from the blackbody locus is generated.

2. (ORIGINAL) The gas discharge display device according to claim 1, wherein a first kind of cell includes a fluorescent material emitting a red light, a second kind of cell includes a fluorescent material emitting a green color, and a third kind of cell includes a fluorescent material emitting a blue color.

3. (ORIGINAL) The gas discharge display device according to claim 1, wherein the structure conditions of the three kinds of cells are systematically set to uneven conditions.

4. (CANCELED)

5. (CANCELED)

6. (CANCELED)

7. (PREVIOUSLY PRESENTED) The gas discharge display device according to claim 1, wherein the filter has wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers.

8. (CANCELED)

9. (PREVIOUSLY PRESENTED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling respective light emission quantities of three kinds of cells having different light emission colors, the device comprising:

a discharge gas sealed in the three kinds of cells, the discharge gas containing neon as a main component;

a first fluorescent material in a first of the three kinds of cells emitting a red light;

a second fluorescent material in a second of the three kinds of cells emitting a green light;

a third fluorescent material in a third of the three kinds of cells emitting a blue light;

a filter having wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers, the filter being located at a front side of the three kinds of cells;

an effective area of an electrode for generating gas discharges in the second kind of cells, being smaller than effective areas of electrodes for generating gas discharges in the first and third kinds of cells; and

a first mixed color of the respective light emissions of the first fluorescent material, the second fluorescent material and the third fluorescent material, when reproducing a white color,

being a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second mixed color into a color having a higher color temperature than the second mixed color, defined by third chromaticity coordinates that are closer to the blackbody locus than the second chromaticity coordinates of the second mixed color and in which a negative deviation from the blackbody locus is generated.

10. (PREVIOUSLY PRESENTED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling respective light emission quantities of three kinds of cells having different light emission colors, the device comprising:

a discharge gas sealed in the three kinds of cells, the discharge gas containing neon as a main component;

a first fluorescent material in a first of the three kinds of cells emitting a red light;

a second fluorescent material in a second of the three kinds of cells emitting a green light;

a third fluorescent material in a third of the three kinds of cells emitting a blue light;

a filter having wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers, the filter being located at a front side of the three kinds of cells;

a light emission area of the second fluorescent material being smaller than light emission areas of the first and third fluorescent materials in the respective three kinds of cells; and

a first mixed color of the respective light emissions of the first fluorescent material, the second fluorescent material and the third fluorescent material, when reproducing a white color, being a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second mixed color into a color having a higher color

temperature than the second mixed color, defined by third chromaticity coordinates that are closer to the blackbody locus than the second chromaticity coordinates of the second mixed color and in which a negative deviation from the blackbody locus is generated.

11. (PREVIOUSLY PRESENTED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling respective light emission quantities of three kinds of cells having different light emission colors, the device comprising:

- a discharge gas sealed in the three kinds of cells, the discharge gas containing neon as a main component;

- a first fluorescent material in a first of the three kinds of cells emitting a red light;

- a second fluorescent material in a second of the three kinds of cells emitting a green light;

- a third fluorescent material in a third of the three kinds of cells emitting a blue light;

- a filter having wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers, the filter being located at a front side of the three kinds of cells;

- a dielectric layer, covering an electrode which generates gas discharges in the second kind of cell, the dielectric layer being larger than dielectric layers covering electrodes which generate gas discharges in the first and third kinds of cells; and

- a first mixed color of the respective light emissions of the first fluorescent material, the second fluorescent material and the third fluorescent material, when reproducing a white color, being a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second mixed color into a color having a higher color temperature than the second mixed color, defined by third chromaticity coordinates that are closer to the blackbody locus than the second chromaticity coordinates of the second mixed color and in which a negative deviation from the blackbody locus is generated.

12. (NEW) A gas discharge display device that reproduces a color of each pixel of a color image by controlling respective light emission quantities of three kinds of cells having

different light emission colors, the device comprising:

- a discharge gas sealed in the three kinds of cells;

- a first fluorescent material in a first of the three kinds of cells emitting a red light;

- a second fluorescent material in a second of the three kinds of cells emitting a green light;

- a third fluorescent material in a third of the three kinds of cells emitting a blue light;

- a filter located at a front side of the three kinds of cells;

- a first mixed color of the respective light emissions of the first fluorescent material, the second fluorescent material and the third fluorescent material, when reproducing a white color under a condition of a display load factor at 10%, being a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color under a condition of a display load factor at 10%, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram; and

- the filter converts the second mixed color into a color having a higher color temperature than the second mixed color, defined by third chromaticity coordinates that are closer to the blackbody locus than the second chromaticity coordinates of the second mixed color and in which a negative deviation from the blackbody locus is generated.